



Nothing is too good for this young monarch—the most regal of baths—the softest woolens kept fleecy until he outgrows them. In millions of homes Ivory alone touches baby's clothes, because Ivory meets the severest test of soap—it's safe for baby's skin.

"Keep his tiny woolens soft as down," says the doctor Salespeople tell you how

Doctors know how important it is that baby should be bathed in a soap which does not dry out his tender skin. Therefore in the nurseries of the greatest hospitals of America, thousands of babies each day receive their first baths—with Ivory.

The doctor says that the soap for laundering baby's small garments must be equally mild and gentle, so as not to roughen the delicate texture of woolens. And it

must rinse out thoroughly, so that not a vestige is left to irritate a moist, warm body.

Isn't it natural, then, for doctors to advise Ivory for baby's body and clothes alike—since Ivory is so mild and gentle?

And the people who *sell* baby woolens in the best stores all over America agree with the doctors' recommendation of Ivory. Young women went into the finest shops of the country—from New York to San Francisco . . . from Chicago to New Orleans—asking the salespeople, "What soap do you advise for baby clothes—woolens, especially?"

Salespeople say, "Ivory keeps woolens soft"

"Ivory Flakes or Ivory Soap," they said—occasionally mentioning other good soaps, but *always* Ivory.

A saleswoman in Chicago:—"Ivory, because a soap you use on your face or baby's skin is bound to be safest."

Another in Boston:—"Ivory is better than anything

else to keep baby woolens soft and unshrunk. We always advise the use of Ivory."

Another in Memphis:—"Ivory Flakes should always be used for baby clothes, as there is no danger of irritation if garments are washed in Ivory."

Because silk is as sensitive as wool, it needs gentle handling and gentle soap-suds, too! Salespeople in the leading shops of 23 cities advise Ivory to keep silks strong-textured and fresh-tinted!

PROCTER & GAMBLE

Free! Hints on the care of woolens and silks. Do you know the answers to questions like these: Can it be washed? Will it shrink? How can I whiten yellowed silk and wool? How can I cleanse sweaters, georgette, etc.? They are all contained in a little book called *Thistle-down Treasures—their selection and care*. Write to Winifred S. Carter, Dept. 56-H12, P. O. Box 1801, Cincinnati, Ohio.



Young athletes who have just lighted their first birthday candles are still wearing downy woolens. To keep them like new, use the lukewarm suds of Ivory Flakes. Squeeze them gently—never rub! Rinse thoroughly in tepid water. Dry in the airy shade.



IVORY SOAP

... kind to everything it touches

99 44/100 0/0 PURE

"IT FLOATS"

